

Kaylee Oberzan

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Media Planner in Kansas City, MO

Aspiring front end developer motivated by design and innovation.

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PROJECT EXPERIENCE

Itinerary Quiz — LaunchCode LiftOff

- TBD

WORK EXPERIENCE

Media Planner — MMGY Global, Kansas City, MO

June 2017 - Present

- Determines effective use of client budgets to achieve advertising goals.
- Utilizes industry research tools to develop plan.
- Works with team members to execute plan and measure effectiveness.

Channel Manager — VML, Kansas City, MO

May 2013 - May 2017

- Focused on media buying and reporting
- Worked with media vendors to negotiate buys, issue contracts, and provide tracking.
- Handled all billing related to media buys
- Aided in recommendations for media plans

EDUCATION

LaunchCode, LC101 Programming Course — 2020

Kansas State University, BA, Journalism & Mass Communications — 2012

SKILLS

PROGRAMMING LANGUAGES

- Java
- JavaScript
- HTML5/CSS3

FRAMEWORKS

- AngularJS

DATABASES

- MySQL

TOOLS

- Photoshop
- Illustrator